

## Arizona County Lodging Indicators: July 2007

County	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	This	%	This	%	This	%	This	%	This	%
	month	change*	month	change*	month	change*	month	change*	month	change*
Apache County	68.2%	2.7%	\$77.60	5.9%	\$52.95	8.8%	20,981	4.3%	30,752	1.5%
Cochise County	72.4%	19.9%	\$62.03	10.1%	\$44.90	31.8%	60,625	30.3%	83,762	8.8%
Coconino County	87.4%	6.2%	\$94.12	5.3%	\$82.26	11.9%	285,557	6.2%	326,740	0.0%
Gila County	76.7%	10.4%	\$76.54	10.1%	\$58.71	21.5%	25,562	10.4%	33,325	0.0%
Graham County	79.2%	22.4%	\$72.71	12.6%	\$57.61	38.0%	9,285	22.5%	11,718	0.0%
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	55.0%	-1.4%	\$82.07	4.5%	\$45.10	2.9%	870,057	-1.0%	1,583,201	0.5%
Mohave County	60.5%	-5.0%	\$72.46	0.6%	\$43.84	-4.5%	79,649	-5.3%	131,626	-0.2%
Navajo County	72.9%	5.8%	\$70.03	5.2%	\$51.04	11.2%	73,204	5.8%	100,440	0.0%
Pima County	60.6%	0.3%	\$75.26	9.1%	\$45.58	9.3%	283,303	0.4%	467,821	0.2%
Pinal County	55.2%	-4.0%	\$61.67	6.3%	\$34.07	2.0%	24,936	-0.9%	45,136	3.2%
Santa Cruz County	65.3%	-6.8%	\$70.81	4.8%	\$46.26	-2.3%	19,419	-6.8%	29,729	0.0%
Yavapai County	70.5%	-0.8%	\$115.70	10.1%	\$81.53	9.0%	98,654	-0.9%	139,996	0.0%
Yuma County	53.3%	-8.7%	\$69.16	9.3%	\$36.84	-0.4%	45,558	-5.8%	85,529	3.4%

County	Occupancy Rate		Average Daily Room Rate		Revenue per Available Room (RevPAR)		Room Demand		Room Supply	
	YTD	%	YTD	%	YTD	%	YTD	%	YTD	%
		change*		change*		change*		change*		change*
Apache County	59.7%	4.6%	\$70.10	6.5%	\$41.84	11.3%	125,513	6.1%	210,304	1.5%
Cochise County	77.4%	11.0%	\$62.71	9.0%	\$48.52	21.0%	422,859	13.6%	546,473	2.4%
Coconino County	64.9%	2.0%	\$82.19	6.7%	\$53.34	8.9%	1,424,431	2.2%	2,194,803	0.2%
Gila County	74.7%	10.8%	\$69.96	9.1%	\$52.25	20.9%	170,228	10.8%	227,900	0.0%
Graham County	81.7%	13.0%	\$71.23	11.0%	\$58.17	25.4%	65,449	13.0%	80,136	0.0%
Greenlee County	n/a		n/a		n/a		n/a		n/a	
La Paz County	n/a		n/a		n/a		n/a		n/a	
Maricopa County	71.2%	-0.8%	\$128.98	7.5%	\$91.79	6.6%	7,703,936	-1.5%	10,825,439	-0.6%
Mohave County	59.9%	-4.3%	\$73.46	5.6%	\$44.00	0.9%	539,105	-3.8%	900,152	0.6%
Navajo County	62.9%	6.6%	\$61.51	4.1%	\$38.72	11.1%	432,310	6.7%	686,880	0.0%
Pima County	71.0%	0.0%	\$106.77	8.9%	\$75.76	8.8%	2,280,995	-1.7%	3,214,845	-1.6%
Pinal County	69.5%	-0.4%	\$79.28	5.3%	\$55.12	4.9%	214,602	2.8%	308,672	3.2%
Santa Cruz County	73.3%	0.3%	\$72.39	9.2%	\$53.07	9.6%	149,061	4.3%	203,308	4.0%
Yavapai County	69.3%	-1.0%	\$119.96	9.6%	\$83.16	8.5%	663,409	-0.8%	956,972	0.2%
Yuma County	70.4%	-2.4%	\$78.38	9.2%	\$55.20	6.6%	406,224	-0.5%	576,808	1.9%

n/a= not available

\* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.